

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
November 15, 2007**

Directors Present	Chris Bonbright, President	Whitley Court Partners
	Jose Malagon, Vice President	Hollywood Media Center
	Frank Stephan, Treasurer	The Clarett Group
	Nathan Korman, Secretary	NBK, LLC
	Aziz Banayan	Algert Co., Inc.
	Lynda Bybee	Metro
	Michael Gargano	Argent Ventures and Millennium Partners
	Hillary Royce	Church of Scientology International
	Alan Sieroty	Sieroty Company
	Thaddeus Smith	The Music Box Theater
	John Tronson	Tronson Investment Group
	Monica Yamada	CIM Group, Inc.
Directors Absent	Bill Hertz	Mann Theatres
	Ron Radachy	Oasis of Hollywood
	Tej Sundher	Hollywood Wax Museum
	Captain Clay Farrell	LAPD- (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
	Tom Leaper	RBZ- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Katie Zandona	HPOA
Guests	Joel Fisher	Avalon
	Jeff Rouze	Historic Hollywood Hillview, LLC
	Gil Smith	Ricardo Montalban Theatre
	Mark Townend	HKM Productions
	Lee King	HKM Productions

## **Annual Meeting**

### **I. Call to Order**

The Annual Meeting was called to order at 4:15 P.M. by Board President Monica Yamada.

### **II. Opening Remarks**

Yamada thanked the Board and staff for their dedication and hard work during her time as President of the Hollywood Property Owners Alliance. Yamada stated that she was very pleased to continue to be serving on the board in the coming year.

#### **A. Appreciation of Outgoing Directors: Jeff Rouze and Joel Fisher**

Yamada acknowledged before those in attendance Vice President of the Board Joel Fisher, and Treasurer, Jeff Rouze; both of whom would be completing their terms of service with the HPOA board. The Board and Staff thanked Fisher and Rouze for their years of service.

#### **B. Approval of Board Resolution to present to Council President Eric Garcetti to acknowledge service of former Board Member Bob Victor**

Yamada informed the board of the passing of former Board Member, Robert Victor. Kerry Morrison explained that a resolution has been drafted to be taken before the City Council to have them adjourn in remembrance of Mr. Victor with the Board's approval.

It was moved by Joel Fisher, seconded by Chris Bonbright and **CARRIED to approve that the resolution be taken to City Council in remembrance of Mr. Bob Victor.**  
[unanimous]

### **III. Election of Directors**

#### **A. John Tronson, chair of the Nominating Committee brought before the board the slate of officers for the 2007-2008 term.**

For the positions of:

Vice President - Jose Malagon  
Secretary - Open for Nomination  
Treasurer - Frank Stephan  
President - Chris Bonbright

It was moved by John Tronson, seconded by Alan Sieroty and **CARRIED to approve the proposed slate of officers for a one year term.** [unanimous]

B. Morrison explained to the board the position of Secretary of the Board and the duties it would entail. Morrison opened the floor up for nominations. Tronson nominated Nathan Korman for Secretary of the Board. Korman accepted the nomination.

It was moved by John Tronson, seconded by Alan Sieroty and **CARRIED to approve**

**that Nathan Korman would serve a one year term as Secretary of the HPOA Board of Directors.** [unanimous]

The Annual Meeting was adjourned by outgoing President Monica Yamada at 4:28 P.M.

### **Monthly Business Meeting**

#### **I. Call to Order**

The meeting was called to order by Board President Chris Bonbright at 4:28 P.M.

#### **II. Open Forum**

Chris Bonbright thanked Monica Yamada for her years of service as President of the HPOA board and promises the board that he will do his best to continue the success of the Hollywood Entertainment District.

Gil Smith from the Ricardo Montalban theater invited the Board to a meeting at the theater later this month that would be discussing some of the developments occurring around their property and some of the proposals they would like the city to consider before finalizing any development plans. The meeting will be on Wednesday, November 28, 2007 from 8:30 A.M. - 9:30 A.M.

Lee King and Mark Townend of HKM Productions, located on Ivar, distributed photos to the board of the Get Love feeding program that has continued to take place weekday mornings on Ivar. King expressed that as a business owner, her supervisor and staff have become frustrated with the program and its distribution of food as it is continually impacting their business on a daily basis. Tronson informed the board that the Security Committee has been looking into this issue and has given the directors of the feeding program a period of time to try and relocate the program. In addition to this, the Committee is looking into having the Health Department come out to the site to inspect the food. Morrison also suggested that she would try and contact Councilmen Garcetti's office and try and see if he or his chief of staff could come out and see the program one morning to see what could be done to possibly help relocate it to a more suited area. Morrison requested that King and HKM write a letter to the Council Office letting them know their concerns with this issue.

#### **III. Approval of Minutes**

It was moved by John Tronson, seconded by Monica Yamada and **CARRIED to approve the minutes from the October 18, 2007 meeting.** [unanimous]

#### **IV. Treasurer's Report**

A. Morrison reviewed with the board the financials dated October 31, 2007. Morrison brought to the board's attention that the \$10,000 monthly fee from the Central Hollywood Coalition has been regularly received and deposited into the HPOA account, separate from BID assessment revenues. Currently the board is scheduled to finish the year with a surplus.

It was moved by Jose Malagon, seconded by John Tronson and **CARRIED to approve**

**the Treasurer's Report.** [unanimous]

B. The Budget Committee will be meeting on Tuesday, December 4, 2007 to discuss the new budget for the 2008-2009 year.

C. MacPherson updated the board on the progress with the disaggregation of the Broadway building. The building, originally assessed as two parcels, would now have a total of 97 parcels with the addition of condos to the building. MacPherson says that these new APNs have not yet come online and it is a result of a timing issue between the County's Auditing Department and the Assessor's Office. Currently the Assessor's office is scheduled to send out tax bills to the owners in the next several months. MacPherson advises that the board operate conservatively with the budget as there may be a possibility that \$27,671, Broadway's current assessment, may be significantly delayed in 2008.

D. The Board was informed that the HPOA Staff is currently looking into purchasing a server for the office that would support up to 5 work stations. Morrison says that there is a possibility this cost will be included in the new budget report, based upon the recommendation of the Budget Working Group.

V. Old Business

A. Vision Statement: Based on the comments from the board at their October meeting, Morrison presented a newly revised Vision Statement for the Hollywood Entertainment District. The Board discussed the statement amongst themselves and felt that there were still some areas that needed to be better defined. Morrison requested that a subcommittee be formed to help her finalize the statement. Lynda Bybee suggests that the new draft be distributed to board for comments and be presented at the next Board meeting. The item was tabled till the December Board Meeting.

VI. Committee and Activity Reports

A. Security Committee

1. John Tronson updated the board on the status of arrests in the BID area. Thanks to the addition of the SFW software, Tronson informed the board that the productivity of the security teams in the area have increased. There has also been an effective synergy of both the Hollywood Entertainment District and the Sunset and Vine BID's security committees by the two coming together in their monthly joint meeting.

2. Recently a documentary depicting the life of the street characters, usually seen outside of Hollywood and Highland, was shown at a film festival at the Arclight Theatre. The Security Committee has reached out to the board's attorney, Jeff Briggs, to try and find an attorney who is familiar with First Amendment rights, in order to possibly help the group come up with a form of guidelines that can be used by property owners in the area to control the situation, as there have been several criminal issues that have been and are continuing to occur outside of the property.

B. Streetscape Committee

1. Helen Leung of Council District 13, representatives from Clean Street and Sarah MacPherson have met to discuss implementing a recycling program in the BID. The city would provide containers to the BID for the program if the BID would in turn pick up the recyclables. MacPherson mentioned that the Streetscape Committee with the Board's approval would have to pick containers which would match the BID's current street furniture. The committee is further investigating the details of the program.

2. At the October 18, 2007 Board Meeting, the Board had approved the refurbishment of the district's trash receptacles for a cost not to exceed \$25,000. MacPherson informed the board while calculating the cost last month, she had forgotten to include the cost of transportation for the receptacles. Since the meeting MacPherson had calculated the cost to include mileage, labor and transportation for the 150 trash receptacles. Due to the fact that all the receptacles cannot be moved all at once, they will be removed in three phases. The Committee would like to request additional funding for transportation in an amount not to exceed \$5,000.

It was moved by Jose Malagon, seconded by Hilary Royce and **CARRIED to approve the transportation of the 150 trash receptacles in three phases for an amount not to exceed \$5,000.** [unanimous]

3. MacPherson has been working with CBS to try and get the deceased palm tree at Hollywood and Highland removed in time for the Academy Awards. Currently she is awaiting a bid from CBS, who is seeking their own bid, to counter the H.E.D.'s estimate of the costs of having the tree removed in time for the awards. MacPherson informed the Board that she will be increasing her efforts in letters to other advertising companies to warn them of the dangers and costs of illegally trimming trees within the BID.

4. The HPOA staff has received inquiries by property owners requesting permission to trim trees in front of their places of business. MacPherson requests that the board adopt a written policy which could be distributed for these instances. Thaddeus Smith questioned if the current frequency of tree trimming could be increased. MacPherson said she could look into what the cost would be to trim the trees within the BID twice a year as opposed to the current schedule of only once a year. The item was tabled to the next meeting.

5. MacPherson brought before the board a recent request from a property owner to see if the BID could trim the Jacaranda's located on the north side of Hollywood Blvd. between Cherokee and Whitley. MacPherson noted that this area presents a unique challenge as it is one of the only areas in the district which has two rows of Jacaranda trees. A quote was given to MacPherson which showed to trim both rows of trees would be a total cost of approximately \$800.

It was moved by John Tronson, seconded by Jose Malagon and **CARRIED to approve the trimming of the Jacaranda trees on the north side of Hollywood Blvd. from Cherokee**

**to Whitley for a cost not to exceed \$800. [unanimous]**

C. BID Renewal Steering Committee

1. Tronson says the committee is leaning toward renewing the new BID for a ten year period. The committee is currently working on assessment methodology and is hoping to have the MDP finished by the end of this year. The next meeting will be November 16, 2007 at 10:00 A.M.

D. Marketing and Communications

1. Katie Zandona gave an overview of marketing activities including the development and renovation of the Hollywood Entertainment District website. Updated press kits are now available and both Hollywood Visitor Guide and Maps have been installed in the two outdoor kiosks on Hollywood Boulevard. Lastly, Zandona showed the board the new Sunset and Vine BID News.

VII. New Business

A. Jose Malagon reported that the Council District 13's Street Closure Advisory Committee had formed an Ad-Hoc committee of members to create guidelines for re-occurring events such as, movie premiers, award ceremonies and filming of movies. The committee is also suggesting that organizations which are requesting closures would also pay the city fee based on the size of the closure. Lynda Bybee stated that Metro would also like to be involved with the committee in future guideline formation.

B. Morrison reviewed with the board a proposal to have a stand-alone website that would be a function of the HPOA entitled "NavigateHollywood.com" The website would serve as a destination for individuals or groups traveling to Hollywood where they would be able to find information on events, as well as traffic, parking and street closures. Initially the group would have to find donors to support the site, but eventually would hope that the site could be funded through advertising businesses. Morrison asked the board for suggestions on potential donors. The Board felt that developers in the area would possibly interested in contributing. The board also suggested possibly asking the CRA and the City of L.A. to contribute. The item was tabled to the next meeting to see how much interest the parties listed above would have in contributing to the site before the HPOA would solely fund it.

VIII. Report from the Executive Director

A. Morrison informed the board that the HPOA/CHC staff team for HomeWalk L.A. is currently one of the top fund raisers on the HomeWalk website. The group will be walking this Saturday November, 17, 2007 at 8:00 A.M. Members interested in being a part of the event are encouraged to register or donate online at [www.homewalkla.org](http://www.homewalkla.org). Donations can be made through the end of this year.

B. The staff and Morrison have been working on a map of the potential Taxi Loading

Zones that could be placed in the district. Morrison is hoping to take the map to the next "Hail a Taxi" Task Force, to receive further input from the Department of Transportation.

C. Morrison encouraged the board to consider the possible addition of a CHC Board Member as an ex-officio seat to the HPOA. No decision was needed at this time.

D. Board members were encouraged to come Monday, November 19, 2007 to the staff's "10 Things I Learned At IDA/CDA Conferences" presentation. The presentations will be in suite 200 of the Taft Building, beginning at 12:15 P.M. Lunch is provided.

#### VIII. Next Meeting

The next meeting is scheduled for December 20, 2007 at 4:00P.M. in Suite 200 of the Taft Building, 1680 Vine Street, Hollywood, CA. 90028.

#### X. Adjournment

There being no further business the meeting was adjourned by Board President Chris Bonbright at 6:05 P.M.